

Message Text

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44

ACTION EB-11

INFO OCT-01 AF-10 ADP-00 FAA-00 COME-00 CIAE-00 DODE-00

INR-10 NSAE-00 PA-03 RSC-01 USIA-12 PRS-01 RSR-01

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FM AMEMBASSY TUNIS

TO SECSTATE WASHDC 1509

INFO USINT ALGIERS

AMCON CASABLANCA

AMEMBASSY RABAT

UNCLAS TUNIS 2048

E. O. 11652: N/ A

TAGS: ETRN, TS

SUBJ: CIVAIR: TWA MARKETING STUDY POTENTIAL TRAFFIC
ALGERIA AND TUNISIA

REF: ALGIERS 0845

1. WE STRONGLY CONCUR IN RECOMMENDATION (REFTEL) FOR
TWA TO MAKE MARKETING STUDY OF POTENTIAL TRAFFIC ALGERIA
AND TUNISIA.

2. ALTHOUGH THE POTENTIAL TRAFFIC TO TUNISIA ALONE
WOULD PROBABLY NOT JUSTIFY TWA REOPENING ITS ROUTE,
THE COMBINED POTENTIAL TRAFFIC OF ALGERIA AND TUNISIA
IS WORTH A DETAILED MARKETING STUDY.

3. TO SUPPORT THIS, TUNISIA IS EXPECTING AN INCREASE
IN AMERICAN TOURISM. THERE WERE 13,000 AMERICAN TOURISTS
TO TUNISIA IN 1971 AND THIS NUMBER INCREASED TO
18,000 IN 1972. THE TUNISIAN GOVERNMENT HOPES TO
ATTRACT UP TO 150,000 AMERICANS TO TUNISIA BY END OF
1976. ALTHOUGH THIS FIGURE IS PROBABLY OVER- AMBITIOUS,
WE STILL EXPECT TO SEE A SUBSTANTIAL INCREASE OF
AMERICANS VISITING TO TUNISIA IN THE NEAR FUTURE.
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THE TUNISIAN GOVERNMENT WANTS TO ATTRACT MORE AMERICANS TO TUNISIA AND IS OPENING TOURISM OFFICES IN NEW YORK AND MONTREAL, STAFFED BY TOP QUALITY PERSONNEL.

4. IN ADDITION, LIBERALIZED INVESTMENT LAWS AND IMPROVED ECONOMIC CONDITIONS IN TUNISIA (19 PERCENT GROWTH IN GNP IN 1972) HAVE LED TO AN INCREASE IN AMERICAN BUSINESSMEN AND POTENTIAL INVESTORS COMING TO TUNISIA. THIS TREND WILL CONTINUE INTO THE FUTURE AS WE ENVISION MORE AMERICAN INVESTMENT IN TUNISIA AND WITH IT MORE TRAVEL TO TUNISIA BY AMERICAN BUSINESSMENT.

5. AN AMERICAN FLAG CARRIER SERVICE WOULD ALSO ADD TO DESIRABLE U. S. PRESENCE IN TUNISIA. WE BELIEVE THE RESUMPTION OF SERVICE WOULD BE WELCOMED BY THE TUNISIAN GOVERNMENT.

SEELYE

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